

REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action dated October 4, 2005.

Amendments

Claim 1 has been combined with claim 9. A corresponding amendment has been made to claim 10.

Since the amendments merely combine claims already presented for examination, there are clearly no new matters to be considered by the Examiner. Accordingly, the Applicant does not expect to receive an Advisory Action advising that the amendments introduce new matter for consideration.

Claim Rejections - 35 USC § 103

The present invention relates to a device, which scans printed cards encoding written or graphical information. The information is displayed to a user on a display screen. The printed cards are typically dimensioned similarly to credit cards and may be formed from inexpensive printable materials, such as plastics or paper (see page 7, lines 12-16 of the description).

In other words, the present invention provides a convenient and commercially appealing system for distributing written information, such as books, magazines *etc.* Consumers of books/magazines can readily identify with printed cards advertising a particular magazine and may purchase a card or a pack of cards relating to that magazine. Unlike other forms of information storage, such as CDs, minidisks *etc.*, printed cards offer the advantages of convenience, low cost and a readily identifiable format for consumers of magazines. Moreover, such printed cards are suitable for distribution through newsagents, unlike CDs/minidisks *etc.* CDs, for example, are associated strongly with purchasing music and it would take a significant switch in consumer habits to encourage consumers to purchase magazines in a CD format. Notwithstanding this obstacle, CDs are no more convenient than magazines themselves, and cannot be readily carried in a wallet or in a pocket-sized electronic device.

Hitherto, the prior art has failed to conceive of distributing magazines in this way, and has not provided devices suitable for achieving this. It is true that the prior art (*e.g.* Kondo) has conceived of devices, which can read information from the usual types information-storage media, such as CDs and minidisks. However, such devices would not facilitate a shift in the way consumers read magazines, for the reasons explained above.

The Examiner asserts that it would be an obvious measure to replace the CDs of Kondo with a printed card in view of the disclosure of Rentsch. Whilst Rentsch discloses printed cards as a means for storing information, neither Kondo nor Rentsch conceives of a revolution of the way in which magazines are distributed. Neither document suggests this application of printed cards and without the benefit of hindsight, a skilled person would have been unable to arrive at the Applicant's device having read either of these documents.

One of the reasons printed cards are advantageous is that they can be stored conveniently on-board the device itself – claim 1 now specifies such a card storage magazine. By contrast, it

would be impossible to store CDs on-board Kondo's device without adding significantly to the overall size of the device.

On page 3 of the most recent Office Action, the Examiner asserts that "Kondo discloses a card storage magazine (*e.g.* inside of the housing see col. 2, lines 36-39)". Kondo describes nothing of the sort. The passage referred to by the Examiner is merely disclosing a slot for receiving a CD in Kondo's device. It is necessary to insert the CD in order to read it. However, Kondo does not describe anywhere a storage magazine, because Kondo knows that such a storage magazine would be clumsy, bulky and unworkable for CDs.

Accordingly, it is submitted that the present invention is not obvious in view of the cited prior art documents. In the first place, none of the documents describes a device suitable for distribution of magazines via printed cards. In the second place, even if the skilled person were to combine the disclosures of the cited documents, he would not arrive at the present invention because none of the documents teaches or suggests a device comprising storage magazine for on-board storage of printed cards.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

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